



**TEXAS**  
Health and Human  
Services

Texas Department of State  
Health Services

**COVID-19 Public Health Messaging Statewide Information Campaign April 1-April 12**

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Instructions

Texas Division of State Health Services and Texas Education Agency are rolling out our “Stay Well, Texas” public health campaign so that all our school districts and broader communities have access to a comprehensive set of information resources about COVID-19 that we encourage you to share daily over the next two weeks. The campaign will include ready-to-share messages for use in social media, text messages, emails, and all-calls to Texas parents and district staff.

**If you join us in getting these resources out to the ten million-plus people in this state who are directly involved with public education, we will be able to keep Texas residents from the smallest towns to the largest cities healthier and safer as we battle the spread of novel coronavirus.**

To make this easy, we will package this information and make it available by 4 p.m. every day during the conventional school week (that means that on Friday, you will receive the Saturday, Sunday and Monday messages so that you can schedule those for distribution over the weekend).

There are two methods through which districts can access these materials:

- Your ESC will distribute via superintendent contact information
- You can access it each day on our website at <https://tea.texas.gov/texas-schools/health-safety-discipline/public-health-resources>

**Tues., Mar. 31**

**TEA, Division of State Health Resources, and the Governor’s Office will:**

- o **Publicly Roll Out “Apart We Stand Together/Stay Well” One-Pager** (in English & Spanish) at Governor’s Press Conference at 2 p.m.

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>o <b>Shares Public Health campaign launch materials:</b> <ul style="list-style-type: none"> <li>o Parent email #1</li> <li>o Staff email #1</li> <li>o Text message #1 to parents/staff</li> <li>o Social media message #1</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>o Prepare to send materials out tomorrow</li> </ul>



Day-by-Day Plan for District Roll-Out

**Wed., April 1**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>o Distributes:           <ul style="list-style-type: none"> <li>o All-Call script #1</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>o Post/send:           <ul style="list-style-type: none"> <li>o Parent email #1</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>○ Social media message #2</li> </ul>	<ul style="list-style-type: none"> <li>○ Staff email #1</li> <li>○ Text message #1 to parents/staff</li> <li>○ Social media message #1</li> <li>○ Record             <ul style="list-style-type: none"> <li>○ All call script #1 to send tomorrow</li> </ul> </li> </ul>
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**Thurs., Apr. 2**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes:             <ul style="list-style-type: none"> <li>○ Email #2 to parents/staff</li> <li>○ Text message #2 to parents/staff</li> <li>○ Social media message #3</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send:             <ul style="list-style-type: none"> <li>○ Deliver All-Call script #1 to parents</li> <li>○ Social Media Message #2</li> </ul> </li> </ul>

**Fri., Apr. 3**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes:             <ul style="list-style-type: none"> <li>○ Social media message #4</li> <li>○ Social media message #5</li> <li>○ Social media message #6</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send:             <ul style="list-style-type: none"> <li>○ Email #2 to parents/staff</li> <li>○ Text message #2 to parents/staff</li> <li>○ Social media message #3</li> </ul> </li> </ul>

**Sat., Apr. 4**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes:             <ul style="list-style-type: none"> <li>○ none</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send:             <ul style="list-style-type: none"> <li>○ Social media message #4</li> </ul> </li> </ul>

**Sun., Apr. 5**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes:             <ul style="list-style-type: none"> <li>○ none</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send:             <ul style="list-style-type: none"> <li>○ Social media message #5</li> </ul> </li> </ul>

**Mon., Apr. 6**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes: <ul style="list-style-type: none"> <li>○ Text message #3 to parents/staff</li> <li>○ Social media message #7</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send: <ul style="list-style-type: none"> <li>○ Social media message #6</li> </ul> </li> </ul>

**Tues., Apr. 7**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes: <ul style="list-style-type: none"> <li>○ Email #3 to parents</li> <li>○ Social media message #8</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send: <ul style="list-style-type: none"> <li>○ Text message #3 to parents/staff</li> <li>○ Social media message #7</li> </ul> </li> </ul>

**Wed., Apr. 8**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes: <ul style="list-style-type: none"> <li>○ All-Call script #2</li> <li>○ Social media message #9</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send: <ul style="list-style-type: none"> <li>○ Email #3 to parents</li> <li>○ Social media message #8</li> </ul> </li> <li>○ Record: <ul style="list-style-type: none"> <li>○ All-call script #2 for delivery tomorrow</li> </ul> </li> </ul>

**Thurs., Apr. 9**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes: <ul style="list-style-type: none"> <li>○ Social media message #10</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send: <ul style="list-style-type: none"> <li>○ Social media message #9</li> <li>○ Deliver All-Call script #1 to parents</li> </ul> </li> </ul>

**Fri., Apr. 10**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes: <ul style="list-style-type: none"> <li>○ Text message #4 to parents/staff</li> <li>○ Social media message #11</li> <li>○ Social media message #12</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send: <ul style="list-style-type: none"> <li>○ Social media message #10</li> </ul> </li> </ul>

**Sat., Apr. 11**

<b>TEA :</b>	<b>Districts:</b>
<ul style="list-style-type: none"> <li>○ Distributes:</li> </ul>	<ul style="list-style-type: none"> <li>○ Post/send:</li> </ul>



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<ul style="list-style-type: none"><li><input type="radio"/> none</li></ul>	<ul style="list-style-type: none"><li><input type="radio"/> Text message #4 to parents/staff</li><li><input type="radio"/> Social media message #11</li></ul>
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**Sun., Apr. 12**

<b>TEA :</b> <ul style="list-style-type: none"><li><input type="radio"/> Distributes:<ul style="list-style-type: none"><li><input type="radio"/> none</li></ul></li></ul>	<b>Districts:</b> <ul style="list-style-type: none"><li><input type="radio"/> Post/send:<ul style="list-style-type: none"><li><input type="radio"/> Social media message #12</li></ul></li></ul>
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